

Wonderful Advantages Offered During "Booster Period"

Only Six Days to Go—Time is Short—Booster Period
Closes 9 P. M., November 4th.

Contestants Are Gathering the Harvest While Sun Shines

The News Great Automobile Contest is Growing in Popularity
Every Day.

A plucky young lady called at the Campaign Manager's office, asking for a receipt book and information concerning The News' Automobile Contest. She was nominated by some friend—read what she says:

"I didn't know until today that anyone had considered me a possibility in The News' Auto Contest, and didn't know until a few minutes ago who it was that cast the first vote for me; but I am certainly going after that automobile, for I consider it a most liberal offer. Too late? Mercy, no! Seems to be that this is just the right time to get in this battle. Six days is a mighty short time, yes, but one can do wonders in six days."

This was about the substance of the conversation with this young lady, and she has the right spirit to make a good contestant, with all the nerve and confidence necessary to win. She did not ask a single question—did not seem to care how the race was going—she just seemed to consider that she was going to be the only one in the race. This is the right spirit.

EVERYBODY A WINNER MAKES
THE CANDIDATES WORK
EAGERLY.

The splendid prizes and the increasing popularity of The News are the things that are producing phenomenal interest in this contest. Just think of the fine chance that you have of winning a handsome prize. No better time in the world to get into this friendly struggle than right now and get in the field before some one else "mops up."

"BOOSTER PERIOD" ON THE

FINAL STRETCH—JUST SIX MORE DAYS.

Hesitation now means lose—stop—think—consider. You must make every minute count—every second. You must work day and night—work all the time and when not working, be figuring and planning what you are going to do next. Don't let one minute be wasted in this great battle of ballots. "Booster Period" is early in the contest, so that everyone can have an equal chance, and gives everyone a golden opportunity while the contest is young. Remember its subscriptions that count. Its through subscriptions that you can win—no other way possible—subscriptions count for votes and votes win.

SECOND BIG "BOOSTER PERIOD" SPECIAL OFFER.

Read this carefully—its good for a week only and comes at the wind up of "Booster Period." Here it is:

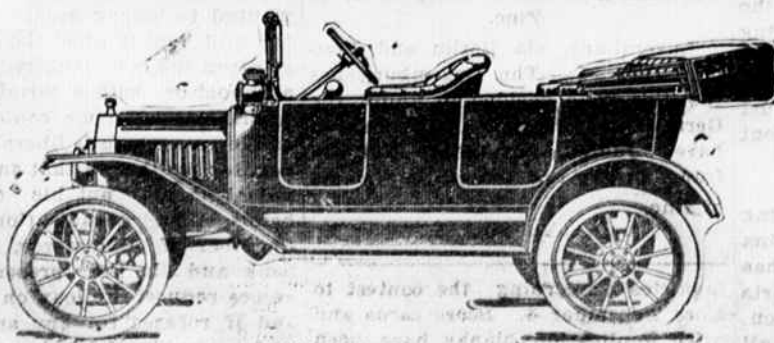
100,000 extra votes to four contestants. 400,000 extra votes in all. Can you win them? Certainly you can. From October 29th to November 4th, at 9 p. m., we will issue 100,000 extra votes to each of the four contestants who lead during this time—the four contestants turning in the most money for subscriptions from October 29th to November 4th at 9 p. m.

THEN ON TOP OF THIS REMEMBER SCALE, WHICH ALSO CLOSING ON NOVEMBER 4TH, AT 9 P. M.

	Regular Scale	Extra	Total
	of Votes	Votes	Votes
1-Year Subscriptions.....	5,000 votes	15,000 votes	20,000 votes
2-Year Subscriptions.....	12,000 votes	31,000 votes	43,000 votes
3-Year Subscriptions.....	18,000 votes	47,000 votes	65,000 votes
4-Year Subscriptions.....	25,000 votes	63,000 votes	88,000 votes
5-Year Subscriptions.....	30,000 votes	80,000 votes	110,000 votes

The above is the Booster Scale, good until November 4th.

Grand Prize FIVE PASSENGER FORD TOURING CAR



1916 MODEL.

AND WOULDN'T YOU LIKE TO OWN THIS CAR?

At 12 o'clock noon on December 11th, the last vote will be voted—very soon after this the judges will announce Miss, Mrs. or Mr. wins the car.

WILL IT BE YOU?

This car was purchased from Plyer Bros. & R. B. Mackey, Ford Automobile Agents for Lancaster County.

THIS SCALE GOOD ONLY UNTIL NOVEMBER 4TH, 9 P. M.

Contestants living at distance must see that their letters with remittances are postmarked before 9 p. m. to count—or if you will telephone the Campaign Manager before 9 p. m. the exact amount that you are remitting this will count.

NAMES OF CONTESTANTS.

Miss Gladys Jones, Lancaster, S. C.
Miss Margaret Robinson, Lancaster, R. F. D. No. 1.
Miss Mazie Threatt, 322 Elm St., Lancaster, S. C.

Mr. Ira D. Estridge, Lancaster, S. C., R. F. D. 8.
Miss Anna Faile, Lancaster, S. C., R. F. D. 2.
Miss Della Thompson, Riverside, S. C.

Miss Alice Beckham, Lancaster, R. F. D. No. 3.
Miss Nonie Bailey, Lancaster, R. F. D. No. 6.

Mr. Henry Thompson, Lancaster, R. F. D. No. 5.
Mr. F. L. McNeely, Lancaster, R. F. D. No. 8.
Mr. Jesse Blackmon, Lancaster, R. F. D. No. 5.

Miss Maggie Vaughn, Heath Springs, S. C.
Miss Estelle Beckham, Pleasant Hill, S. C.
Miss Ethel Taylor, Lancaster, R. F. D. 7.

Mrs. Herbert B. Rollings, Kershaw, S. C., R. F. D. 2.
Miss Verda Wolfe, Fort Mill, S. C., R. F. D. 3.

Miss Annie Hyatt, Van Wyck, S. C.
Miss Nell Ingram, Kershaw, S. C.

DON'T BE BLUFFED.

One utterly needless source of discouragement to the timid contestant is the fear in which they hold some other contestant. They hear all kinds of wild rumors, that "so and so" has a bunch of subscriptions already. Rumor is ever untrustworthy and no reports are so apt to be exaggerated as these. In fact "live wire" contestants are apt to circulate reports of this kind on purpose. It is a pretty safe plan to cut these reports in the middle—or even

more than this, suppose you know that some one else has a few thousand more than you have—what of it? The remedy lies in your own hands. Get out among your friends and get subscriptions and overcome this lead, and then hold the whiphand yourself. The more subscriptions you get the more confident you will become, and the feeling of fear will pass away—you will be able to approach anyone with a more confident feeling. Talk is nothing but words and talk don't win anything in this contest. Subscriptions are the things that count—subscriptions mean votes—and a nice bunch of them during this final week of Booster Period. Less talk and more votes make a better showing in the standing column. Remember the slow going Tortoise—he won because he stuck everlastingly at it.

WORK AND YOU WILL NOT LOSE.

This paper wishes to reward every contestant who qualifies in this race and if you don't win a prize you will be paid ten per cent of all money that you turn in for subscriptions. Remember all contestants are expected to report to the Campaign Manager at least once each week.

NO APOLOGY NECESSARY.

No apology is necessary in soliciting subscriptions to The News—you know that they are going to get their money's worth many times over. Anyone who get the habit of reading The News will never be without it. Subscriptions are climbing at a lively rate and the editor is much elated over the success. The contestants are "live wires" and are giving a good amount of themselves. We appeal to the general public to give them their assistance when they call for they are worthy of your help.

LEAD, DON'T FOLLOW.

This should be your slogan. There are always plenty of followers—but the real leaders are few. The Campaign Manager has been fortunate in getting into this contest real leaders. They are not only leaders, but they possess the qualifications of making leaders out of others. It is interesting to note the perfect working machinery of some of them—just how they go about their work—their follow-up system, and how they keep behind each and everyone who might subscribe. They would be a power in the political field, for it is organization that always spells success. Now, only six more working days

of "Booster Period." Don't let the final hour come and then have to say, "Why didn't I take advantage of my opportunity?" Remember, November 4th, at 9 p. m., is the close of Booster Period.

ARE YOU DOING YOUR BEST?

The Contest Manager could lay his hands on several contestants who are not—who are not even grabbing opportunities in their path. You are not treating yourself right. Now is the accepted time—do things—get results. You have the same chance as anyone else. Determine now to take advantage of it. Are you reading the contest stories each week—do you realize the wonderful prizes being offered and given by The News.

Grand prize, a 5-Passenger Ford Automobile. Second prize, a Victor Victrola. Third prize, a suite of

Furniture, and a percent if you do not win. You are not restricted to territory, get subscriptions anywhere. Keep before you rule No. 1. "No votes will be allowed on subscriptions held more than one week." Turn in your subscription money promptly so as not to lose out. You can hold your votes and vote them anytime within the rules of the contest.

PE-RU-NA

For Catarrh Wherever Located.
A sure, safe, time-tried remedy for Catarrhal Affections of every description. Sold by all Druggists. Write the Peruna Co., of Columbus, Ohio. They will advise you free.

NOMINATION BLANK

To enter this Contest fill out this Coupon and send to the Contest Department. Each Contestant is entitled to one nomination, good for

1000 Contest Votes
I HEREBY NOMINATE

Mr., Mrs., Miss.....
Postoffice.....
Signed by.....
Address.....

GOOD FOR 100 VOTES

IN THE

Lancaster News Ford Automobile Contest

Name of Contestant.....
Address.....
This Coupon when neatly trimmed and filled out with name and address of Contestant and brought or mailed to the Contest Manager, will count for 100 votes.
NOT GOOD AFTER NOVEMBER 2nd.

NOW ALL TOGETHER!

IF YOU'RE GOING TO BOOST

BOOST NOW!

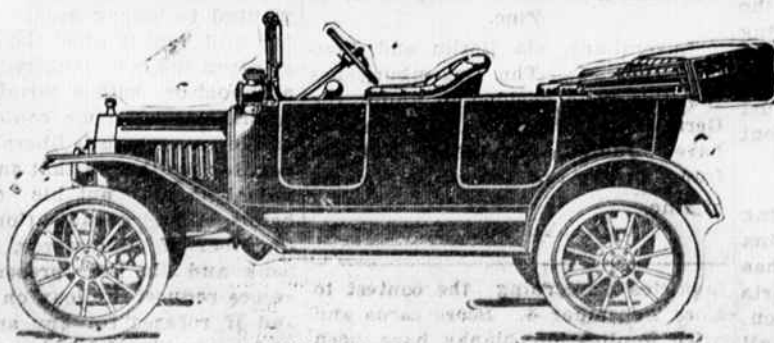
Just 5 More Days

STOP, THINK, CONSIDER

	Regular Scale of Votes.	Extra Votes.	Total Votes.
1-Year Subscriptions.....	5,000 votes	15,000 votes	20,000 votes
2-Year Subscriptions.....	12,000 votes	31,000 votes	43,000 votes
3-Year Subscriptions.....	18,000 votes	47,000 votes	65,000 votes
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This car was purchased from Plyer Bros. & R. B. Mackey, Ford Automobile Agents for Lancaster County.

BOOST!

Second Prize Victor Victrola

We couldn't have selected anything better than this Victor Victrola for Second Prize. One contestant was heard to remark that they didn't give a rap for the Automobile, but they did want that Victor Victrola so bad.

Third Prize Suite of Furniture

If you're going to get married here's your chance. We'll make it a Bed Room or Parlor Suite—you can say which you want. You get it just as soon as the contest closes if you have the third largest number of votes.

NO ONE CAN LOSE.

Impossible to lose in this contest. Every bona fide contestant who does not succeed in winning a prize will be paid 10 per cent of all the money that they turn in for subscriptions.

WHY NOT ENTER NOW?

Think what you could do with this big offer on in the next week. No telling what you could do if you just pull yourself together and go out for business. Why Not? If you're thinking of entering at all Don't Dare Put It Off Any Longer.

Booster Period Closes Nov. 4th

Lancaster News Automobile Contest going just fine. A Tremendous success already and by Glory, we've just got going good.

Address all Communications, Campaign Manager

THE LANCASTER NEWS

Phone 323

P. O. Box 245

Lancaster, S. C.